



Attorney's Docket No. 2964P020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for:

Edward Patrick et al.

Serial No. 10/737,072

Filed: 12/15/2003

For: METHOD AND APPARATUS FOR
AUTOMATICALLY PERFORMING AN
ONLINE CONTENT DISTRIBUTION
CAMPAIGN

Examiner: Linh Black

Art Unit: 2163

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action mailed July 3, 2006, in connection with the above referenced patent application, Applicants respectfully request reconsideration in view of the following remarks and amendments. Claim 32 is amended. Claims 38-45 are added.

Accordingly, claims 1-6 and 32-45 remain pending in the application.